



**FOR IMMEDIATE RELEASE**  
JANUARY 31, 2008

## **TrafficLand Appoints New President and COO to Executive Team**

*Robert T. Reed, Jr., joins leading Traffic video  
content and network services company*

**Fairfax, VA** —TrafficLand®, the largest, authorized aggregator of live traffic video announced today that Robert T. Reed, Jr., has joined the company as President and COO, reporting to CEO Lawrence Nelson.

In his new position, Mr. Reed will focus on streamlining sales operations, working with selected investment partners and positioning TrafficLand for future growth.

Since 2004, Mr. Reed was Vice President of Sales for Reed's Inc. (NASDAQ: REED), a natural and gourmet soft drink company headquartered in Los Angeles, CA, where he helped increase sales over 100% and issue shares through a successful public offering of its stock.

Prior to joining Reed's Inc., he was employed with SunGard Availability Services from 1987 through 2003. During his tenure at SunGard Mr. Reed held a variety of positions ranging from Sales Representative to Senior Vice President. In 2000, he was appointed President of SunGard eSourcing, a subsidiary of SunGard Availability Services with annual revenue in excess of \$70 million and over 300 employees. During Bob Reed's tenure with SunGard Availability Services revenues increased from \$30 million to over \$1.2 billion.

"Bob brings tremendous knowledge and experience to TrafficLand," said TrafficLand CEO, Lawrence Nelson. "His sales track record and proven management skills will be essential assets to our rapidly growing business and future plans."

### **About TrafficLand, Inc.**

TrafficLand aggregates and re-broadcasts live traffic video over the Internet, and through its media partners, on TV. The company has developed patent-pending technology to allow it to aggregate thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation traffic camera networks.

TrafficLand's video network currently includes over 4,300 traffic cameras in 57 U.S. and international markets. The company is a leading provider of live traffic video viewed by the public on Web sites and mobile devices to avoid traffic congestion, and by first responders to aid emergency response and incident management. The company's Web site (<http://www.trafficland.com>) provides free access to its live traffic camera viewing service. First responders and federal emergency management agencies access the company's network through a secure, private service.

**For more information:**

Jay Cohen

301-657-3234

[jcohen@trafficland.com](mailto:jcohen@trafficland.com)